

## CLAIMS

1. A process for transmission of a digital televised broadcast comprising interactive advertisement sequences which can be activated at least in part by a television viewer comprising:

transmitting elemental advertisement components materialized in the form of codes calling up native functions, comprising components of "INITIALIZATIONS" defining positioning in a data structure of other components, components of "DRAWS" corresponding to graphic representations materialized in the structure in the form of codes calling up native factions of a host language of a digital terminal, components of "PALETTES" corresponding to color palettes and components of "SCREENS" corresponding to screen descriptions; and

constructing an animated image by superposition of an animated image background corresponding to a principal broadcast and an image grouping together at least a part of elemental components by an execution program loaded in the digital terminal.

2. The process according to Claim 1, wherein the weight of the elemental components is less than about 10,000 octets.

3. The process according to Claim 1, wherein the elemental components belong to predefined classes of graphic elements enabling definition of an image and said elemental components are stored in memory according to their membership class.

4. The process according to Claim 1, wherein the graphic representations are selected from the group consisting of text, geometric shapes, lines, points, color changes, fonts and line thickness.

5. The process according to Claim 3, wherein the elemental components are stored in memory sequentially in their class in order of their use in construction of the animated images.

6. The process according to Claim 3, wherein display of the elemental components is implemented according to membership classes and according to preselected criteria for each class.

7. The process according to Claim 5, wherein display of the elemental components is implemented according to membership classes and according to preselected criteria for each class.

8. The process according to Claim 3, wherein the elemental components are displayed by a specific interface in a digital decoder.

9. A device for implementation of interactive advertisement sequences comprising:

means for displaying original animated images;

means for displaying a created advertisement sequence; and

an advertisement screen creation interface in which elemental advertisement components are graphically materialized to enable installation of graphic elements to be displayed.

10. A digital decoder for composite video signals comprising:

means for separating a video signal from elemental advertisement components;

means for storing in memory said elemental components; and

means for calculating an image resulting from the combination of said elemental components.